

Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-05 RSC-01 /017 W

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P 192143Z OCT 73

FM AMEMBASSY MEXICO

TO SECSTATE WASHDC PRIORITY 8528

UNCLAS MEXICO 7926

E.O. 11652: N/A

TAGS: ETRD, MX

SUBJ: LAS TRUCHAS SEEKS US MATERIALS HANDLING EQUIPMENT WORTH
US \$12 MILLION

FOR COMMERCE

1. EMBASSY INFORMED TODAY BY LAS TRUNHAS ASSISTANT COORDINATING
MANAGER THAT THE STEEL COMPANY IS VERY INTERESTED IN POSSIBLE
PURCHASE OF US MATERIALS HANDLING EQUIPMENT (MHE) FOR NEW PLANT,
TRADE OPPORTUNITY WORTH APPROXIMATELY 150 MILLION PESOS (US\$
12 MILLION)./

2. THE EQUIPMENT SPECIFICALLY NEEDED IS ANYTHING ON WHEELS
FOR TRANSPORTING LARGE LOADS FROM SITE TO SITE WITHIN PLANT.
LAS TRUCHAS

HAS NOT YET CONTACTED US FIRMS, BUT THEY ARE PRIMA-
RILY INTERESTED IN US PRODUCTS BECAUSE OF AVAILABILITY OF
REHLACEMENTS AND SERVICES SINCE RELIABLE MAINTENANCE IS PRIORITY
CONSIDERATION. THEREFORE, LAS TRUCHAS ONLY INTERESTED IN THOSE
US FIRMS REPRESENTED BY MEXICAN AGENTS:DISTRIBUTORS.

3. EMBASSY IS CURRENTLY FURNISHING LAS TRUCHAS A TIST OF US FIRMS
WITH MEXICAN
EPRESENTATIVES. COMMERCE IS REQUESTED TO TRACE
TRADE LEADS ON US. SIDE. INFORMATION MUST BE IN LAS TRUCHAS
HANDS BY OCT. 25 AT LATEST.

4. MHE FINANCING IS PRESENTLY ON BILATERAL BASIS BUT INFORMANT
STATES THEY ARE TRYING TO SHIFT TO WORLD BANK FUNDS. WHILE THIS
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OPENS UP BIDDING TO ALL COUNTRIES THE DESIRE TO PURCHASE FROM

THOSE BEST ABLE TO SERVICE AND WITH GREATER ACCESSIBILITY TO
SPARE PARTS SHOULD PUT USBM XMANUFACTSRERS IN NAVORED POSITIONBM
MCBRIDE

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